

ABSTRAK

Pesatnya perkembangan media sosial, khususnya TikTok, telah mengubah pola konsumsi informasi dan perilaku masyarakat, terutama Generasi Z. Paparan komunikasi yang intens melalui konten *beauty influencer*, seperti ulasan produk, tutorial, haul, dan gaya hidup yang ditampilkan akun TikTok @tasyafarasya, berpotensi membentuk budaya konsumtif melalui proses kultivasi media. Penelitian ini bertujuan menganalisis pengaruh paparan komunikasi media sosial TikTok pada akun @tasyafarasya terhadap budaya konsumtif Generasi Z. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang merupakan followers aktif akun @tasyafarasya dan memenuhi kriteria Generasi Z. Teknik pengambilan sampel menggunakan *purposive sampling*. Data dikumpulkan melalui kuesioner berbasis skala Likert dan dianalisis menggunakan statistik deskriptif, uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear sederhana, uji t, dan koefisien determinasi. Penelitian ini diharapkan menunjukkan bahwa semakin tinggi frekuensi, durasi, atensi, dan *engagement* terhadap konten TikTok @tasyafarasya, semakin tinggi pula kecenderungan budaya konsumtif Generasi Z, yang tercermin melalui pembelian impulsif, konformitas terhadap influencer, konsumsi sebagai simbol status sosial, serta kecenderungan mencoba berbagai produk sejenis. Hasil penelitian menunjukkan bahwa paparan komunikasi media sosial TikTok @tasyafarasya berpengaruh positif dan signifikan terhadap budaya konsumtif Generasi Z ($t_{\text{hitung}} = 7,282 > t_{\text{tabel}} = 1,980$). Nilai koefisien determinasi (R^2) sebesar 0,351 menunjukkan bahwa paparan komunikasi media sosial memberikan kontribusi sebesar 35,1% terhadap budaya konsumtif Generasi Z, sedangkan 64,9% dipengaruhi faktor lain di luar penelitian. Temuan ini mendukung Teori Kultivasi George Gerbner bahwa paparan konten TikTok secara berulang membentuk budaya konsumtif melalui mekanisme mainstreaming dan resonansi yang tercermin pada perilaku konsumtif, konformitas terhadap influencer, serta konsumsi sebagai simbol status sosial.

Kata Kunci: paparan komunikasi media sosial, TikTok, Tasya Farasya, budaya konsumtif, Generasi Z

ABSTRACT

The rapid growth of social media, particularly TikTok, has transformed information consumption patterns and consumer behavior among Generation Z. Intensive communication exposure through beauty influencer content, including product reviews, tutorials, haul videos, and lifestyle content shared by the TikTok account @tasyafarasya, is considered capable of cultivating consumerist culture through continuous media exposure. This study aims to examine the effect of TikTok social media communication exposure on the @tasyafarasya account toward the consumerist culture of Generation Z. A quantitative survey approach was employed involving 100 active followers of @tasyafarasya who met the Generation Z criteria. Respondents were selected using purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, simple linear regression, t-test, and coefficient of determination. The expected findings indicate that higher levels of communication exposure, reflected in frequency, duration, attention, and engagement, are associated with stronger consumerist culture among Generation Z, including impulsive buying, conformity toward influencers, consumption as a status symbol, and the tendency to purchase various similar products. The results showed that TikTok social media communication exposure from @tasyafarasya had a positive and significant effect on the consumerist culture of Generation Z ($t\text{-value} = 7.282 > t\text{-table} = 1.980$). The coefficient of determination ($R^2 = 0.351$) indicated that social media communication exposure explained 35.1% of the variance in consumerist culture, while the remaining 64.9% was influenced by other factors outside this study. These findings support George Gerbner's Cultivation Theory, demonstrating that repeated exposure to TikTok content cultivates consumerist culture through mainstreaming and resonance, as reflected in consumerist behavior, conformity toward influencers, and consumption as a symbol of social status.

Keywords: *social media communication exposure, TikTok, Tasya Farasya, consumerist culture, Generation Z.*